

ORDER



Orders
Order / Rev: 724441
Alt Order #: 06393129
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 23
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/25/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	39	\$99,300.00	\$84,405.00
10/29/12	10/30/12	24	\$40,400.00	\$34,340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$99,300.00	\$84,405.00	0.00
November 2012	24	\$40,400.00	\$34,340.00	0.00
Totals	63	\$139,700.00	\$118,745.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/29/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
E 2	WKYC	10/24/12	10/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WT---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$2,000.00		0.00			
E 3	WKYC	10/29/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$2,000.00		0.00			
E 4	WKYC	10/24/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	--WT---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WT---					2	\$2,000.00		0.00			
E 5	WKYC	10/29/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/29/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$800.00		0.00						
E 6	WKYC	10/24/12	10/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WT---	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$800.00		0.00						
E 7	WKYC	10/29/12	10/30/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$650.00	P-1	0.00	NM	4	\$2,600.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	4		\$650.00		0.00						
E 8	WKYC	10/24/12	10/26/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	6	\$650.00	P-1	0.00	NM	6	\$3,900.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	6		\$650.00		0.00						
E 9	WKYC	10/29/12	10/30/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$800.00		0.00						
E 10	WKYC	10/24/12	10/25/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WT---	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$800.00		0.00						
E 11	WKYC	10/29/12	10/30/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$800.00		0.00						
E 12	WKYC	10/24/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WT---	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$800.00		0.00						
E 13	WKYC	10/29/12	10/30/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$3,200.00		0.00						
E 14	WKYC	10/24/12	10/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WT---	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$3,200.00		0.00						
E 15	WKYC	10/29/12	10/30/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$3,200.00		0.00						
E 16	WKYC	10/24/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$3,200.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKYC	10/24/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	3		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKYC	10/22/12-10/28/12		M-F 7-730p	7-730p		--WThF----	:30	(\$3,200.00)	0.00	NM				
Credited															
E 17	WKYC	10/29/12	10/30/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$3,200.00		0.00						
E 18	WKYC	10/24/12	10/25/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WT---	:30	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$3,200.00		0.00						
E 19	WKYC	10/29/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$2,000.00		0.00						
E 20	WKYC	10/24/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	--WT---	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$2,000.00		0.00						
E 21	WKYC	10/29/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$900.00		0.00						
E 22	WKYC	10/24/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WT---	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	2		\$900.00		0.00						
E 23	WKYC	10/25/12	10/25/12	Thu Prime B Thu Prime B	CM	9-10p	---T---	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$8,000.00		0.00						
E 24	WKYC	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	2	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$10,000.00		0.00						
E 25	WKYC	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$2,000.00		0.00						
E 26	WKYC	10/27/12	10/27/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	3		\$2,000.00		0.00						
E 27	WKYC	10/27/12	10/27/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	3	\$4,000.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	3		\$4,000.00		0.00						

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E 27	WKYC	10/27/12	10/27/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	3	\$4,000.00	P-1	0.00	NM	0	\$0.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 3 \$4,000.00 0.00 </div> </div>															
<div> <div> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 10/22/12-10/28/12 Notre Dame Football Notre Dame Footb -----Sa- :30 (\$4,000.00) 0.00 NM Credited </div> </div>															
<div> <div> 2 WKYC 10/22/12-10/28/12 Notre Dame Football Notre Dame Footb -----Sa- :30 (\$4,000.00) 0.00 NM Credited </div> </div>															
<div> <div> 3 WKYC 10/22/12-10/28/12 Notre Dame Football Notre Dame Footb -----Sa- :30 (\$4,000.00) 0.00 NM Credited </div> </div>															
E 28	WKYC	10/27/12	10/27/12	Sat 11-1135p LN SAT	CM	11-1130p	-----S-	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$3,200.00 0.00 </div> </div>															
E 29	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$2,000.00 0.00 </div> </div>															
E 30	WKYC	10/28/12	10/28/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$3,200.00 0.00 </div> </div>															
E 31	WKYC	10/28/12	10/28/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
<div> <div> <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$3,200.00 0.00 </div> </div>															
													Totals	63	\$139,700.00